

Appearance Review Commission

Meeting Minutes

July 24, 2023

A meeting of the Appearance Review Commission was held on Monday, July 24, 2023 at 7:30 p.m. Acting Chairperson Daniel Moons called the meeting to order at 7:30 p.m.

Present were:

Beth Chaitman
Dustin Goffron
Jason Golub
Troy Mock
Daniel Moons, Acting Chairperson

Absent were:

Amy Charlson
Sherry Flores, Chairperson

Also Present:

Liz Delevitt, Planning & Design Specialist
Jeri Cotton, Secretary

Document Approval

Mr. Golub moved to approve the minutes from the June 26, 2023 Appearance Review Commission meeting. Mr. Moons seconded the motion. The motion passed unanimously on a voice vote with Mr. Goffron abstaining.

Public Comment:

There was no Public Comment on non-agenda items.

Business:

1. Egg Harbor Cafe, 740 Waukegan Road – New Patio Umbrella

Chris Siavelis from CRM Property Group explained they wish to add a 10' x 20' free standing double umbrella to cover half of the patio. The seating area will be reduced to six (6) tables of four (4) in order to maintain the required 3'-0" wide ADA accessible route throughout the patio. The umbrella fabric will be Sunbrella Captain Navy fabric to match the new awnings at the 740 Building of Deerfield Square. Pavers will be placed inside the base to weigh it down. The umbrella will be stored offsite during the winter.

Mr. Mock moved to approve the new patio umbrella for Egg Harbor Cafe as presented. Mr. Golub seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Goffron, Golub, Mock, Moons (5)

NAYS: None (0)

2. Portillo's, 700 Lake Cook Road – Digital Menu Boards

Mike Dudzik, IT Director with Portillo's and Robert Whitehead, President of Olympik Signs were present. Mr. Whitehead explained Portillo's would like to replace its current static menu board with a smaller sized, digital menu board. The new 3-panel menu board will be 21.49 square feet and positioned at a 45-degree angle away from Lake Cook Road. There will be no flashing, moving or excessively bright images, but the middle panel will have advertising graphics with limited time offers that can be updated from time to time. Mr. Whitehead noted the sign would be static and may change with holiday specials. Ms. Delevitt noted the McDonald's menu changes after breakfast each day to their lunch and dinner menu. The existing speakers will remain for ordering. Ch. Moons confirmed the sign would not display a customer's order. Mr. Dudzik noted the menu board will be used during their non-peak hours only.

Portillo's also proposes a new 7.18 square foot pre-sell menu board mounted to the northwest corner of the building, where the drive-thru line begins. Currently, there are no menu boards visible until the vehicle reaches the order point. Portillo's anticipates the pre-sell menu board will speed up ordering times. The menu board will be mounted to the building in order to maintain a clear walkway along the drive-thru lane.

Mr. Mock inquired about the approval process. Ms. Delevitt explained the Plan Commission and Board of Trustees also need to review all menu boards in the Village. Ms. Chaitman is okay with the 3-panel menu board but questioned whether the pre-sell board would be considered an additional sign. Mr. Whitehead explained they are taking the 36 square foot sign away and adding back two (2) signs of lesser square footage. Mr. Golub asked how many signs they are permitted to have. Ms. Delevitt explained the menu boards are not in the same category as the wall signs and are reviewed on a case by case basis. She noted Portillo's original proposal was to have the pre-sell board on the ground, but it blocked the walkway. Mr. Golub believes the pre-sell board is unnecessary. Mr. Mock does not have an issue with the main menu board, but the pre-sell board is advertising rather than a menu. He questioned whether it is allowed. Ms. Delevitt explained they are asking for two (2) menu boards, but the Commission can choose to approve only the main menu board. Mr. Golub noted they have a lot of advertising signage in their windows as well as the employees' taking orders. Ms. Chaitman agrees.

Mr. Golub moved to approve the new 3-panel digital menu board for Portillo's as presented. Ms. Mock seconded the motion. The motion passed by the following vote:

AYES: Chaitman, Goffron, Golub, Mock, Moons (5)

NAYS: None (0)

Mr. Golub moved to approve the pre-sell menu board on the northwest corner for Portillo's as presented. Ms. Chaitman seconded the motion. The motion did not pass by the following vote:

AYES: Goffron, Moons (2)

NAYS: Chaitman, Golub, Mock (3)

Ms. Delevitt explained the petitioner will appear before the Plan Commission and Board of Trustees next month.

Items from the Staff:

Ms. Delevitt welcomed Mr. Goffron, a 12-year resident and architect, to the Commission. Mr. Goffron noted he is a LEED certified architect who practices in the industrial field and is interested in environmental design. She believes he will be a great fit on the Commission.

Cherry Pit Cafe and Walter's Tailor Shop received approval for funding under the Business Facade Rebate Program. The Village approved a budget of \$200k in two (2) years and has spent \$195k. The program may be renewed for the following year. The Trustees approved the C-4 Entertainment District, and the ARC will have jurisdiction over the new zoning district.

Items from the Commission:

Mr. Moons noted the new liquor store near Dear Franks is nice. Ms. Delevitt added that they've changed their name to "Deerfield Bottle Shop," and they will be visiting the Commission for a new sign panel.

Mr. Golub reported the trash enclosure for Pet People looks nice. Ms. Delevitt is working with Pet Supplies Plus on their windows.

Adjournment

There being no further business or discussion, Mr. Goffron moved to adjourn the meeting. Mr. Golub seconded the motion. The motion passed unanimously on a voice vote.

The meeting was adjourned at 8:04 pm.

The next Appearance Review Commission meeting will be August 28, 2023 at 7:30 pm.

Respectfully submitted,

Appearance Review Commission

July 24, 2023

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Jeri Cotton
Secretary